

## CLAIMS

1. An insulated container, comprising:
  - a body, comprising outer walls and a base, to define a storage space and to prevent heat transfer out of the storage space;
  - a cover, configured to couple with the body and to prevent heat transfer out of the storage space; and
  - an expandable beverage holder, configured to couple to the cover and to hold a beverage container when expanded.
2. The insulated container of claim 1, wherein the expandable beverage holder is configured to extend away from the storage space when expanded.
3. The insulated container of claim 1, wherein the expandable beverage holder is configured to extend into the storage space when expanded.
4. The insulated container of claim 3, wherein bottom of the expandable beverage holder is configured to prevent heat transfer.
5. The insulated container of claim 4, wherein sides of the expandable beverage holder is configured to allow heat transfer.
6. The insulated container of claim 1, wherein the expandable beverage holder is expanded using one of the group consisting of:
  - a telescoping construction;
  - an extending construction;
  - a snapping construction; and
  - a popping construction.
7. The insulated container of claim 1, wherein the body and the cover are soft-sided.

8. The insulated container of claim 1, wherein coupling of the body to the cover is selected from the group consisting of:

a zipper;

a snap; and

a hinge.